

Quick Pix: Telling Your Unit's Story in Photos

Civil Air Patrol

Performing Missions For America



Quick Pix

Telling your unit's story
in photos



Photo guidelines

Every photo should...

- Have a clean, clear center of interest
- Look natural
- Have a cutline
- Have a minimal border
- Be relevant
- Show faces at least the size of a dime

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What makes a good photo?

- Remember the "rule of thirds"
- Compose the scene so the viewer's eye is drawn from one edge of the frame to the other.
- Avoid the plant on the head or pole growing out of the head syndromes.
- Shoot your subject from unexpected angles.

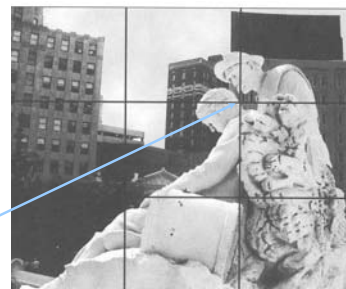
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What makes a good photo?

Rule of thirds
focal point



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What makes a good photo?



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Before you shoot...

- Do I have all the equipment I need?
- Am I recognized as an "official" photographer for the event?
- Are my subjects in regulation (or appropriate) in this shot?
- Do I know what story I'm trying to illustrate?
- Will this photo tell that story?

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2003 CAP National Board & Annual Conference

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Before you shoot...

- What is the focal point of this shot?
- Am I in the right position to best capture the focal point?
- Are there other angles I could try?
- Is my lighting adequate?
- Could I vary the lighting for a different effect?
- Is the shot in focus?
- Did I get all the cutline information I needed for the photos I shot?

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Cutlines

- Present tense
- Names and ranks
- Place
- Date
- Description
- At least two lines
- Include photo credit

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What makes a good photo?



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What makes a good photo?



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What makes a good photo?



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What makes a good photo?



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 **What makes a good photo?**




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 **What makes a good photo?**




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 **Photos to avoid**

The Grip 'n' Grin

Key question:
What did this person **DO** to win this award?




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 **Photos to avoid**

The Execution at Dawn

Usual victims:
Any clump of victims lined up against a wall, waiting to be shot.



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 **Photos to avoid**


The Guy at the Podium

Variations:

- The Guy at his Desk
- The Guy on the Phone
- The Guy on the Computer
- The Guy in the Doorway
- The Guy Leaning on the Sign in Front of the Building




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 **Photos to avoid**

The Bored Meeting

Better:
Run mug shots and outquotes from key participants.
Find out in advance what the meeting is about, and shoot *that*.



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Salvaging bad photos

- Edit carefully.
- Crop aggressively.
- Run a sequence.
- Reshoot.
- Try another photo source.
- Use alternative art.
- Retouch minor mistakes.
- Bury it.
- Do without.

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Cropping photos

A bad crop:

- amputates body parts.
- forces image into awkward shape.
- changes the meaning of the photo.
- violates works of art.
- damages the original photo.

A good crop:

- adds impact.
- eliminates what's unnecessary.
- leaves air where it's needed.

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Photo-editing software

- AfterShot
- FotoCanvas
- Paint Shop Pro
- Photo Express
- Photo Impact
- Photoshop and Photoshop Elements

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Specialty software

- ACDZip
- BrainsBreaker
- Digital ROC
- Digital SHO
- Foto Slate

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Catalog & album programs

- ACDSee
- FlipAlbum Suite
- PhotoExplorer
- ThumbsPlus
- Virtual Album

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